

Web Migration Update

6/13/13

Timothy Grisham

Background

- ▶ DOH has migrated to a new system
- ▶ Our server is no longer supported by both DOH, nor Microsoft
- ▶ Web trends have outdated our current page
- ▶ Our current page has become less “usable”

Current System vs. CMS System

- ▶ A CMS (Content Management System) allows for flexibility
- ▶ Rather than direct hierarchical pages think of it as a spider web, or brain map where we can move pieces around but maintain their threads
- ▶ The open source nature of the CMS allows for a pool of resources that have been tested by thousands of others
- ▶ Better able to adopt emerging methods of communicating

Clutter and Downsizing

- ▶ Current website has 447 “pages” and over 3500 files
- ▶ New website will have less than 60 pages and under 1000 files at launch
- ▶ CMS allows for better data management and file retention

You may have noticed some changes already

- ▶ We adopted a new logo



- ▶ How did we get there?
- ▶ Took design considerations from Governor's office and the Public Health Identity Toolkit

You may have noticed our new logo



... and we just wanted you to know we didn't take this matter lightly.

So we thought, we'd share just a few of the ideas we didn't go with!



this guy is the "clean George"
He was an improvement on what we call "pimple george"



Ultimately it was a step in the right direction, and certainly better than the "obey George"



There may have been the ill-advised "SARS mask" version...



... or "big Dr. mirror George"

But at the end of the day, we are really proud of our George. We hope you are too!



So why the color choice?

- ▶ Blue is the color of trust and peace. It can suggest loyalty and integrity.
- ▶ The “blue pages” in a phone book are the government pages.
- ▶ The color scheme is similar in nature to the Governor’s webpage and color scheme.
- ▶ The green accent alludes to the color of the state flag.
- ▶ Green is also the color of balance and growth.

A quick look at the old



WASHINGTON STATE BOARD OF HEALTH

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About the Board
Featherstone Reid Award
Forums
Frequently Asked Questions
Health Disparities Council
Health Impact Reviews
Local Boards of Health
Meetings
Newsroom
Public Disclosure
Publications
Rule Making
Topics A-Z

Draft Agenda for June 13, 2013 Washington State Board of Health Meeting

The Draft Agenda for the June 13, 2013 Washington State Board of Health meeting is currently available. [Click here](#) to view the agenda. The meeting is scheduled to take place June 13, 9:00 a.m. at Campbell's Resort in Chelan, Wash. The address for Campbell's Resort is 104 West Woodin Avenue, Chelan, WA 98816. For a map and directions to Campbell's Resort [click here](#), or [use Google Maps](#).

Website Upgrades and Social Media

The State Board of Health is currently in the middle of implementing our new website. Board staff are also in the middle of re-designing and planning a re-launch of our long-neglected social media presence. So you can expect some [Tweets](#), [Facebook](#) posts, and other interactive endeavors with the launch of our new site. This is a very exciting step for the Board and our effort to better interact and serve diverse communities. Check out the [twitpic](#) of our new site's progress.



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Strategic Goals

- Public Health Capacity
- Access to Health Services
- Health Disparities
- Healthy Behaviors
- Environmental Health



HealthEquity.wa.gov
Governor's Interagency
Council on Health Disparities






Washington State Department of
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Access
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And a quick look at the new



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Home | Topics A-Z

[About Us](#) | [Our Work](#) | [Our Meetings](#) | [Our Documents](#) | [How Do I?](#)



Strengthening the public health system

Announcements

Two new members join Board of Health; Board hears about Medicaid expansion, Agenda for Change - Monday, January 28, 2013

Two new members, [Fran Bessermin](#) of Stevens County and [Dr. Thomas Pendergrass](#) of King County, were introduced when the Washington State Board of Health met Jan. 9 at the Great Wolf Lodge in South Thurston County.

2012 State Health Report is available - Monday, January 28, 2013

What's the status of public health in Washington? What's on the horizon? What are the top priorities? The [2012 State Health Report](#) takes a look at those questions from the perspective of state agencies involved in public health from a variety of viewpoints.

Quick Links

- [June 13 - Our Next Meeting.](#)
- [Rules - Current and Anticipated Rule-making](#)

Partners

- [Governor's Interagency Council on Health Disparities](#)
- [Washington State Department of Health](#)
- [Washington Secretary of State](#)
- [Access Washington](#)

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What is the difference

- ▶ Cleaner look
- ▶ More “usable”
 - I inherited a template based on an amazing card sort
 - Logic based, not hierarchy based
 - More than one way to find a subject, meaning people who think of ways of searching for info in different ways have a path to the same info
- ▶ More integration with web tools
 - News feed not hard coded
 - FAQ ranked by use
 - Twitter and Facebook presence on page

Social Networking

- ▶ Twitter and Facebook accounts opened July 2011, unused since August 2011
- ▶ Blogspot blog launched Summer 2011, unused since
- ▶ Facebook was a user profile, breaks Terms and Conditions, had converted to Government Page
- ▶ Soft launch with Twitter to Facebook feed integration
- ▶ Deleted Blogspot and unused YouTube account

Next Steps

- ▶ Webpage launch
- ▶ Full social media launch
 - Twitter campaign #PublicHealth4WA for Washington Public Health topics
 - Facebook used as responsive tool, not neglected
 - Asses future of other tools Flickr, YouTube, etc.
- ▶ Complete communications plan (Oct. WSBOH meeting update)

I invite you to join us

- ▶ <http://sboh.wa.gov>
- ▶ <http://www.facebook.com/WashingtonStateBoardofHealth>
- ▶ <http://twitter.com/WASBOH>

